

IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Declaration and Power of Attorney

As the below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name.

I believe I am the original, first and joint inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled "**Marketing Analysis and Planning System and Method**", the specification of which was **filed on July 23, 2003**, as Serial No. 10/625,382.

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by an amendment, if any, specifically referred to in this oath or declaration.

I acknowledge the duty to disclose all information known to me which is material to patentability as defined in Title 37, Code of Federal Regulations, 1.56.

I hereby claim foreign priority benefits under Title 35, United States Code, 119 of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed:

None

I hereby claim the benefit under Title 35, United States Code, 120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code, 112, I acknowledge the duty to disclose all information known to me to be material to patentability as defined in Title 37, Code of Federal Regulations, 1.56 which became available between the filing date of the prior application and the national or PCT international filing date of this application:

None

I hereby claim the benefit under 35 U.S.C. §119(e) of any United States provisional application listed below.

SERIAL NO.	FILED	STATUS
60/397,930	July 23, 2002	pending

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title



PATENT
DOCKET NO: W1200-00040

18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

I hereby appoint the following attorney(s) with full power of substitution and revocation, to prosecute said application, to make alterations and amendments therein, to receive the patent, and to transact all business in the Patent and Trademark Office connected therewith:

Arthur L. Plevy	Registration No. 24,277
L. Lawton Rogers, III	Registration No. 24,302
Lewis F. Gould, Jr.	Registration No. 25,057
William H. Murray	Registration No. 27,218
Stephan P. Gribok	Registration No. 29,643
Peter J. Cronk	Registration No. 32,021
Richard Redano	Registration No. 32,292
Robert E. Rosenthal	Registration No. 33,450
Richard A. Paikoff	Registration No. 34,892
Samuel W. Apicelli	Registration No. 36,427
Steven E. Koffs	Registration No. 37,163
Paul A. Schwarz	Registration No. 37,577
Carl A. Giordano	Registration No. 41,780
D. Joseph English	Registration No. 42,514
Edward J. Howard	Registration No. 42,670
Gary Maze	Registration No. 42,851
Patrick D. McPherson	Registration No. 46,255
Mark C. Comtois	Registration No. 46,285
Melanie Goddard	Registration No. 46,732
Joseph Powers	Registration No. 47,006
Patrick C. Muldoon	Registration No. 47,343

Telephone calls should be made to Steven E. Koffs

Phone No.: 215-979-1250
Fax No.: 215-979-1020

All written communications are to be addressed to:

William H. Murray, Esquire
Duane Morris, LLP
One Liberty Place
Philadelphia, PA 19103

I hereby declare that all statements made herein of my own knowledge are true, and that all statements made on information and belief are believed to be true, and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. §1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Full name of sole inventor (or 1st joint inventor): Aman SAFAEI

Inventor's signature Aman Safaei Date 9/30/03

Residence: 18 Old Farm Road, South Pleasantville, N.Y. 10570

Citizenship: United States

Post Office Address: Same as above

Full name of 2nd joint inventor: Wen RONG

Inventor's signature Wen Rong Wu Date 9-29-03

Residence: 206 25 47th Avenue, Bayside, N.Y. 11351

Citizenship: United States

Post Office Address: Same as above

Full name of 2nd joint inventor: James C. KENNEDY, Jr.

Inventor's signature James C. Kennedy, Jr. Date 10-3-03

Residence: 440 Watergate Way, Roswell, GA 30076

Citizenship: United States

Post Office Address: Same as above